Design Interactive, Inc.
&
352 Media Group

Briefing to

Louisiana Advisory Committee on IT Integration
Commission on Streamlining Government

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By :
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no guess work. pure science.

Company Overview

Design Interactive

- Founded 1998

- Design Interactive, Inc. is a woman-owned small business based in Central Florida's High Tech Corridor.

- 20 Employees.

- 45% average annual revenue growth over last 8 years.

- We deliver interactive design and evaluation assistance throughout the development lifecycle.

- Our ambition is to provide measurable system and user performance improvements for developers of HSI systems, software solutions, and consumer electronics.

352

- Officially Incorporated 2000 (Started 1997)

- 352 Media is an Interactive Media company based in North Central Florida, Atlanta Georgia, with satellite offices all over the country.

- Financially Strong 50-person company with an outstanding record of growth.

- Over 1000 Web Site projects completed.

- Our goal is to use our "Success starts with Strategy" motto to create a polished web presence and achieve your goals.

The key factor in a successful product is not its technical prowess, but its ability to effectively and efficiently serve a need.

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Overview of Services

- **Business Process Analysis**

- **Web Design and Development**

- **E-Commerce**

- **Web Application Development**

- **Interactive CDs and DVDs**

- **Motion Graphics and Presentations**

- **Web Marketing**

- **Search Engine Optimization**

- **Presentation Production and Animation**

- **Copywriting**

- **Retainer and Maintenance Contracts**

- **Human-Systems Integration**

- **Interactive Systems Development**

- **Human-Systems &Training Systems Research and Development**

- **Accessibility Standards (ADA501 compliance)**

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Overview of Services

- **What we do?**
  - Create and improve online services.
  - Increase effectiveness & efficiency.
  - Develop new services, reduce cost, improve reach.
  - Design interactive products.

- **Where we work ?**
  - Online Services
  - Consumer Products
  - Games
  - Aerospace
  - Automotive
  - Electronics
  - Financial
  - Military
  - Modeling and Simulation
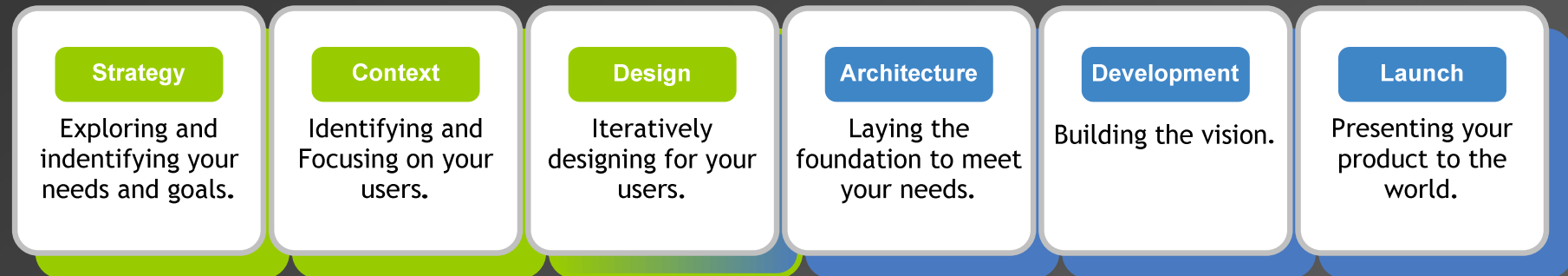 - Telecommunications

- **Our Strategic Partnership**

The DI – 352 partnership began after discovering the synergy that could be achieved by putting together the state of the art and sciences in interactive product design.

Together provide holistic solutions to our clients needs, from the front-end analysis to turn-key applications and systems.

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What makes us different?

- **How we do it?**
  - We provide holistic solutions utilizing a user-centered approach. We integrate a human oriented front-end analysis, with user-centered design and with the latest creative and technology capabilities in the business.

Strategy	Context	Design	Architecture	Development	Launch
Exploring and indentifying your needs and goals.	Identifying and Focusing on your users.	Iteratively designing for your users.	Laying the foundation to meet your needs.	Building the vision.	Presenting your product to the world.

- **What makes us different?**
  - The synergy achieved by pairing the best user-centered system design & evaluation approaches with the latest methods and technologies for systems developed is unrivalled by other competitor, allowing us to create unique solutions for our clients.

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Strategy

- **Front-end Analysis**
  - Business and Systems Analysis
  - Uncover Areas of Opportunity
  - Identify Potential Solutions
  - Align with Organization's Goals.
  - Identify Measures of Success.
  - Identify and Document Vision & Goals.
 - Determine Design & Technical Requirements.
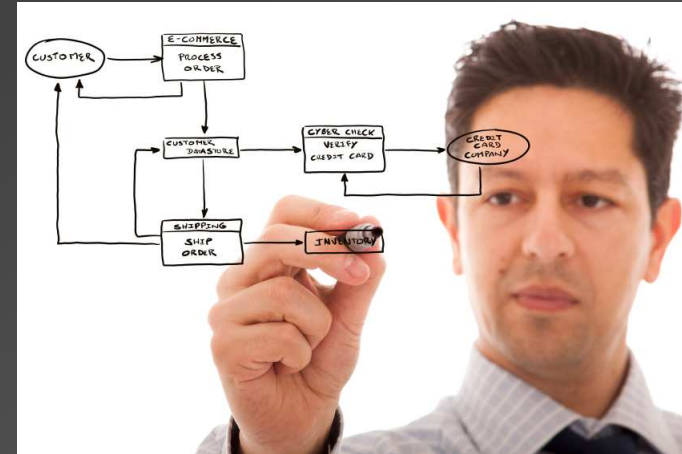
We utilize a variety of the latest front-end analysis tools and methods to uncover areas of need and opportunity. We speak with your clients and other project stakeholders to learn more about your company and strategy.

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Context

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DESIGNinteractive

352 MEDIA GROUP

- **User Centered Approach**
  - Identify Users and Develop User Profiles.
  - Understand the Context of Use.
  - Identify User Needs and Wants.
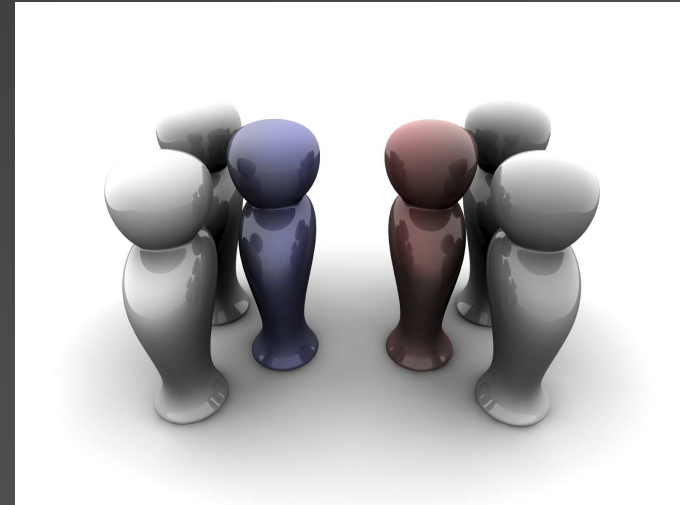
We utilize traditional as well as proprietary methods to understand your users in order to develop the most effective designs.

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Design

- **Design for your users**
  - Utilize Ergonomic Design Principles.
  - Rapid Prototyping.
  - Iterative Design and Evaluation prior to Development.
  - Develop User-Centered Design Documents.
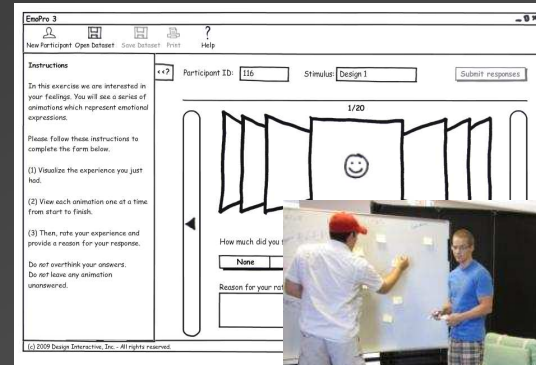
We tailor our designs to meet their intended users (stakeholders) through an iterative process resulting in cost and development savings by only building the most effective designs.

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Architecture

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- **Discovery, Planning & Architecture**
  - Navigation & Architecture Documented.
  - User Interfaces Planned.
  - Functionality Documentation.
  - Initial Visual Graphic Design Created.
  - Complete Technical Specifications Documented.
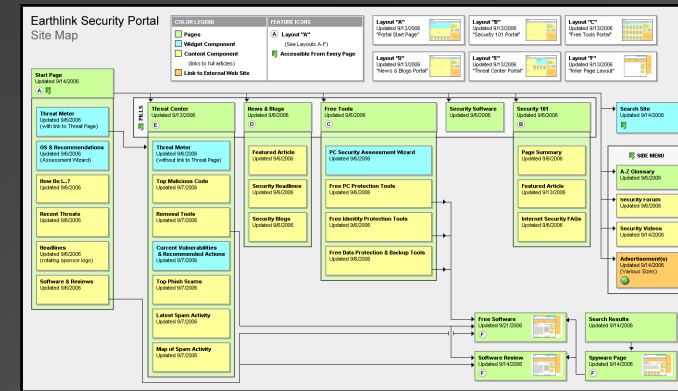
We examine technical strategies, adapt to your branding, content and technical requirements.

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Development

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- **Visual Design and Development**

  - Database & Programming Developed.

  - Graphical Elements & Motion Graphics Created.

  - User Interfaces Designed & Coded.

  - Content Integrated.

  - Testing & Quality Assurance Review Throughout.

  - Client Walk-Through & Approval.

352 MEDIAGROUP.: (ISC)2

Account Manager: Jan Siemaszko
Project Manager: Stephanie Lindsey

New Designs

07/17/2009 Landing Page Template 1
  Form Invalid
  Landing Page Template 2
  Landing Page Template 3

07/17/2009 Landing Page Template 1 - Sketch
  Form Invalid - Sketch
  Landing Page Template 2 - Sketch
  Landing Page Template 3 - Sketch

06/16/2009 Home Page Design Changes

07/14/2008 Flash Storyboard

We keep our clients "in the loop". Through a private client Extranet, you will have the access to view your project's progress at all times. You'll be able to see the work as it is being produced and provide feedback throughout the process.

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Launch

Strategy	Context	Design	Architecture	Development	Launch
Exploring and indentifying your needs and goals.	Identifying and Focusing on your users.	Iteratively designing for your users.	Laying the foundation to meet your needs.	Building the vision.	Presenting your product to the world.

- **Project Launch**
  - Soft Launch at Private Web Address
  - Further Testing & Quality Assurance Review
  - Final Project Walk-Through & Client Training
  - Launch Live to the Public

Throughout the course of development, your project will go through a series of Quality Assurance measures that test and retest the project. After your project is launched, our Support Team is there to answer your questions and address any project updates you may need. Express Support is ready any time for quick project updates while Premier Retainers are available for larger enhancements.
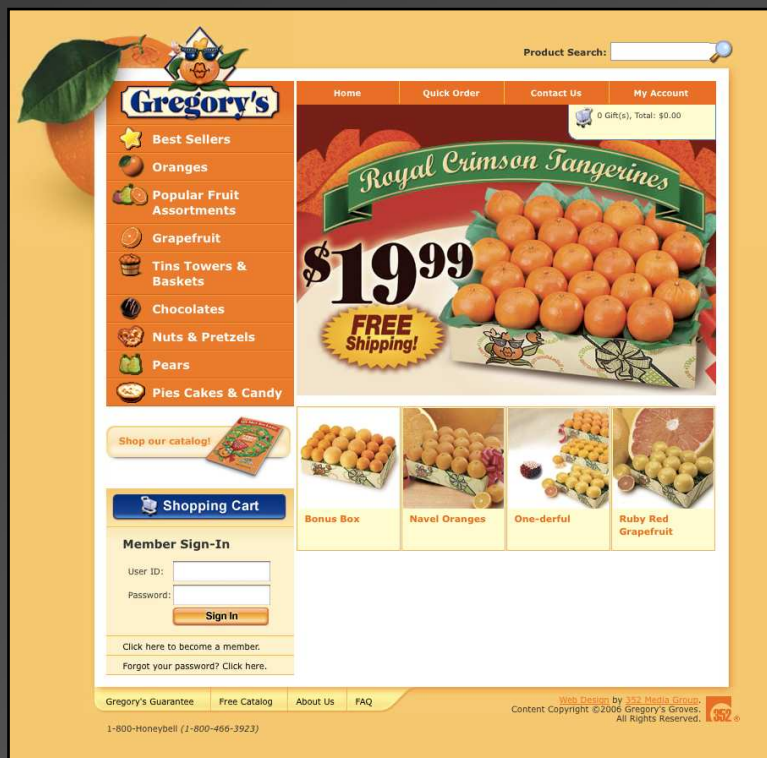
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- **Client:** Fruit basket catalog sales company.

- **Opportunity:** Catalog sales had plateaud; no web presence.

- **Solution:** Create an online ecommerce platform.

- **Results:** Site brought in $1million in it's first year and continues to grow to this day with no loss in catalog revenue.

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Results – Gregory's Grove

Case Example 3 – Training Systems
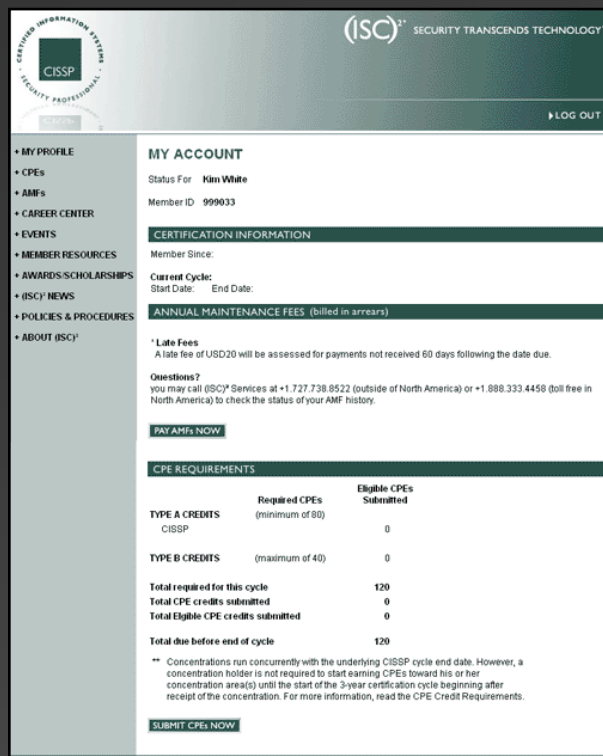
- **Client:** Office of Naval Research (ONR).

- **Opportunity:** Difficulties identifying simulators and scenarios to meet each specific training need.

- **Solution:** Develop training support system to automate key training capabilities.

- **Results:** Reduced the time to set-up training by 25% and improve efficacy of training selection by Marines by 71%.

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- Client: Global Information Technology Security Certification Organization (ISC)2.

- Opportunity: Need to attract new members and reduce support staff.

- Solution: Analyze weaknesses in existing site, redesign with user centered methods.

- Results: Website won design awards; 100% increate in traffic (from 5 million to 10 million page views), and increased time on site well past previous levels. Dramatically reduced support calls/emails.

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Potential Opportunities

- Licensing Services:
  - Majority are document focused.
  - Small number have online applications.

- Opportunity:
  - Optimize processes via system automation.
  - Move processes online.

- LA Auctioneers Licensing Board
- LA State Board of Dentistry
- LA Agricultural Commodities Commission I Cotton Merchant, Grain Dealer, or Warehouse License
- LA Board of Cosmetology
- Concealed Handguns Permits
- LA State Licensing Board for Contractors website
- LA State Board of Chiropractive Examiners
- Office of Charitable Gaming
- LA Board of Examiners of Certified Shorthand Reporters
- LA State Board of Certified Public Accountants (online renewal)
- LA Cemetery Board
- Office of Environmental Services; Biosolid Permit-Disposal of Sewage Sludge
- Board of Barber Examiners
- LA Board of Architectural Examiners (online renewal)
- Office of Alcohol and Tobacco Control
- Office of Environmental Services; Air Permit Application
- LA Addictive Disorder Regulatory Authority
- LA Supreme Court Committee on Bar Admissions
- LA Department of Natural Resources

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Potential Opportunities

- State Funded Services:
  - Many services, sometimes unknown
  - Some services are still document based

- Opportunity:
  - Optimize access to information
  - Move processes online
  - Create self-serve services to reduce attendant workload and increase service quality
  - Support mobile formats

- Environmental Health – Sanitarian Services
  - Beach Monitoring
- LA Department of Environmental Quality
  - Air and Water Monitoring
- Office of Property and Casualty
  - Auto Rate Comparison Guide
- Culture, Recreation and Tourism
  - Ask a Librarian
- Social Services – Office of Family Support
  - Child Support Enforcement Services

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In Summary

- **User-Centered Strategy:** design for your users.

- **Apply the Tools:** Select and use the appropriate methodology and technologies that best suite your needs.

- **Iterate & Evaluate:** Prototype and evaluate to ensure product is effective and readily usable by its intended users.

- **End Product:** Deliver a holistic solution to a business need with measurable results.

The key factor in a successful product is not its technical prowess, but its ability to effectively and efficiently serve a need.

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Contact Information

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